

# Future 50 Emerging Brands

## Standout new products from 2018

**W**hile novelty is a key element to keeping customers happy, retailers rarely are faced with a shortage of products that might end up on their shelves. That's where the new product team at Waukesha, Wis.-based Hamacher Resource Group comes in.

Throughout 2018, the new product team reviewed 2,587 new products across the health, wellness and beauty categories — up

7% from the number of products reviewed in 2017. The team rated products based on a weighted review of promotional support, product innovation, its earning potential and its category.

From its review of products, HRG identified the Future 50 Emerging Brands, which encases the products that most set themselves apart based on sales indicators and community pharmacy distribution. **dsn**

### DSN FUTURE 50: TOP 2018 NEW ITEM LAUNCHES, POWERED BY HAMACHER RESOURCE GROUP\*

RANK	DESCRIPTION	BRAND	CATEGORY	SUBCATEGORY	LAUNCH DATE	
1	Aleve Back & Muscle Pain Tablets (24 and 50 count)		Bayer	Pain relief	Internal pain relief	March
2	Bausch + Lomb Lumify Redness Reliever Eye Drops (2.5 ml)		Bausch Health	Eye and ear care	Eye preparations	May
3	Robitussin Adult Honey Cough + Chest Congestion DM Liquid (4 oz.)		Pfizer	Cold and allergy	Cough-cold, flu and sinus	July
4	Biofreeze Soothing Pain Relief Cream (3 oz.)		Hygenic	Pain relief	External pain relief	August
5	Sensodyne Rapid Relief Toothpaste, extra fresh and mint flavors (3.4 oz.)		GSK Consumer Healthcare	Oral care	Toothpaste and treatments	January
6	Band-Aid Hydro Seal Blister Heels Hydrocolloid Gel Bandages (6- and 10-count)		Johnson & Johnson	First aid	Wound and surgical dressings	January
7	Aspercreme Lidocaine Patches XL (3 count)		Sanofi	Pain relief	External pain relief	January
8	Systane Complete Optimal Dry Eye Relief Lubricant Eye Drops (10 ml)		Alcon	Eye and ear care	Eye preparations	April
9	Tums with Gas Relief Antacid/Antigas Chewy Bites, lemon and strawberry (28 count)		GSK Consumer Healthcare	Digestive health	Stomach and nausea remedies	April
10	Vicks VapoCool Severe Medicated Drops, winterfrost flavor (18 count)		Procter & Gamble	Cold and allergy	Cough drops, sore throat relief	July
11	Crest Gum Detoxify Fluoride Toothpaste, deep clean and gentle whitening (4.1 oz.)		Procter & Gamble	Oral care	Toothpaste and treatments	February
12	Icy Hot Pain Relieving Cream Lidocaine Plus Menthol (2.5 oz.)		Sanofi	Pain relief	External pain relief	January
13	Fixodent Ultra Denture Adhesive Cream (2.2 oz.)		Procter & Gamble	Oral care	Denture care	February

Photos provided by HRG

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14	DayQuil/NyQuil Severe Cold & Flu LiquiCaps (8 and 16 count)	Procter & Gamble	Cold and allergy	Cough-cold, flu and sinus	July
15	Halls Real Honey Cough Drops, honey vanilla flavor (30 count)	Mondelez International	Cold and allergy	Cough drops, sore throat relief	July
16	Listerine Sensitivity Mouthwash, fresh mint flavor (500 ml)	Johnson & Johnson	Oral care	Mouthwash	February
17	ThermaCare Ultra Pain Relieving Cream (2.5 oz.)	Pfizer	Pain relief	External pain relief	September
18	Mucinex Sinus-Max Pressure Pain and Cough Caplets (20 count)	RB	Cold and allergy	Cough-cold, flu and sinus	September
19	Listerine Ready! Tabs Chewable Tablets (8 count)	Johnson & Johnson	Oral care	Breath remedies	October
20	Ricola Cool Relief Oral Anesthetic Drops, icy menthol flavor (19 count)	Ricola	Cold and allergy	Cough drops, sore throat relief	July
21	Robitussin Adult Honey Nighttime Cough DM Liquid (4 oz.)	Pfizer	Cold and allergy	Cough-cold, flu and sinus	July
22	Depend Fit-Flex Underwear for Men Maximum Absorbency (large 17 count and x-large 15 count)	Kimberly-Clark	Incontinence	Disposable incontinence	February
23	Depend Fit-Flex Underwear for Women Maximum Absorbency (medium 18 count and small 19 count)	Kimberly-Clark	Incontinence	Disposable incontinence	February
24	Zim's Max-Freeze Pro Formula Cold Therapy (Cooling Gel 4 oz. and Cooling Roll-On 3 oz.)	Perfecta	Pain relief	External pain relief	September
25	Zarbee's Naturals Honey Cough Soothers + Mucus, lemon menthol flavor (14 count)	Zarbee's	Cold and allergy	Cough drops, sore throat relief	September
26	Secret Freshies Antiperspirant/Deodorant Invisible Solid Ball, cool waterlily and luxe lavender scents (5 oz.)	Procter & Gamble	Deodorants	Women's deodorants	January
27	Florajen Women Multiculture Probiotic Supplement Capsules (30 count)	Clarion Brands	Feminine care	Feminine personal care	April
28	Act Dry Mouth Moisturizing Gum with Xylitol, sugar-free, soothing mint flavor (20 count)	Sanofi	Oral care	Oral remedies	February
29	Alka-Seltzer PM Heartburn Relief + Sleep Support Gummies, mixed berry flavor (46 count)	Bayer	Digestive health	Stomach and nausea remedies	June
30	Refresh Repair Lubricant Eye Drops (.33 oz.)	Allergan	Eye and ear care	Eye preparations	June
31	Cepacol InstaMax Sore Throat Pain Reliever Lozenges, berry frost flavor (16 count)	RB	Cold and allergy	Cough drops, sore throat relief	September
32	Alka-Seltzer Plus Cold & Flu PowerMax Day and Night Liquid Gels (24 count)	Bayer	Cold and allergy	Cough-cold, flu and sinus	July

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33	Colgate Optic White Stain Fighter Anticavity Fluoride Toothpaste, clean mint and fresh mint gel flavors (4.2 oz.)	 Colgate-Palmolive	Oral care	Toothpaste and treatments	February
34	Tums Extra Strength 750 Antacid Chewable Tablets Sugar-Free, melon berry flavor (80 count)	 GSK Consumer Healthcare	Digestive health	Stomach and nausea remedies	April
35	Theraflu Nighttime Severe Cold Power Pods, honey lemon flavor (8 count) Theraflu Daytime Severe Cold Power Pods, berry flavor (8 count)	 GSK Consumer Healthcare	Cold and allergy	Cough-cold, flu and sinus	August
36	ZzzQuil Pure Zzzs Melatonin + Chamomile & Lavender Gummies (24 count)	 Procter & Gamble	Pain relief	Sleep aids and stimulants	February
37	Accu-Chek Guide Test Strips (25 count)	 Roche Diagnostics	Diabetes care	Blood glucose testing	October
38	Gillette Mach3 Cartridges (4 count)	 Procter & Gamble	Shaving and grooming	Men's razors and refills	January
39	Johnson's Cottontouch Newborn Face & Body Lotion (13.6 oz.)	 Johnson & Johnson	Baby care	Baby health, beauty & wellness	July
40	Gold Bond Cracked Skin Fill & Protect Skin Protectant Cream (.75 oz.)	 Sanofi	First aid	Wound treatments and skin relief	February
41	Luden's Throat Drops, honey lemon flavor (25 count)	 Medtech Products	Cold and allergy	Cough drops, sore throat relief	April
42	Pampers Complete Clean Wipes, baby fresh scent (72 count)	 Procter & Gamble	Baby care	Disposable diapers and wipes	March
43	Tiger Balm Active Muscle Rub (2 oz.)	 Prince Of Peace	Pain relief	External pain relief	September
44	Colgate Enamel Health Whitening Anticavity Fluoride Toothpaste, clean mint flavor (6 oz.)	 Colgate-Palmolive	Oral care	Toothpaste and treatments	February
45	Garnier Whole Blends Gentle Shampoo Oat Delicacy, shampoo and conditioner (12.5 oz.)	 Garnier	Hair care	Beauty shampoo, conditioner and treatments	January
46	Act Dry Mouth Lozenges with Xylitol, sugar-free, honey-lemon flavor (18 count)	 Sanofi	Oral care	Oral remedies	January
47	Vagisil Scentsitive Scents Daily Intimate Wash, white jasmine (12 oz.)	 Combe	Feminine care	Feminine personal care	January
48	Burt's Bees Lip Balm Tube, cucumber mint flavor (.15 oz.)	 Burt's Bees	Cold and allergy	Lip care	August
49	Schick Quattro for Women Razor + Cartridges (3 count)	 Edgewell Personal Care	Shaving and grooming	Women's razors and refills	April
50	Secret Active Antiperspirant/Deodorant Clear Gel Fresh (2.6 oz.)	 Procter & Gamble	Deodorants	Women's deodorants	January

\*Rankings based on HRG's proprietary star-rating system, measuring such key criteria as product innovation, promotional support, category growth, product orientation and earning potential.